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Rhododendrons

Three clusters of rhododendron flowers are shown against a dark background. The top-left cluster is light-colored with dark centers and has the number '033' written on it. The bottom-left cluster is dark-colored. The right cluster is light-colored with dark centers. All three clusters are composed of many small, five-petaled flowers.

*Buy them small &
and watch them grow*

*These evergreens
add lasting beauty and
value to your home*



This little specimen is five to six years old and beautiful in flower and foliage.

RHODODENDRONS were imported into England from India in 1756. The shrubs were introduced into America in 1838. The crossing of the species has given hundreds of lovely cultivated hybrids ranging from **white to deep crimson**.

The word "Rhododendron" is derived from the Greek, meaning "rose-tree", associated with the ancient legends of the rose. It was taken to Mexico by the early Spanish missionaries, bringing with them grape cuttings, olive seedlings and Rhododendron seeds.

Rhododendrons bloom in May and the early part of June, the blooms lasting two weeks or more. The beautiful olive green leaves remain on the plants all year round, making them ideal for ornamental use.

SPECIAL OFFER

Hardy RHODODENDRON DeLuxe Collection No. 5

4 Select Hybrid Seedlings, 8-12 in.
Mixed, very brilliant colors, 3 years old.
Many will bloom in one year.

4 for \$2.45

Hybrid Rhododendrons are easily the finest of the broad-leaved evergreens, ideal for all landscape and garden purposes.

We pay delivery cost on this unit.



8-12 Inch Plants, Unpacked

“Rhododendrons, with their bold evergreen foliage crowned with clusters of handsome flowers . . . among the noblest of all plants that can be grown out-of-doors in the temperate parts of North America,” as the late E. H. Wilson described them.

Rhododendrons are shipped in the original peat soil ball in which they were growing in the nursery, rootball well protected. Will arrive safely — carefully boxed.



Ready to Ship

Directions for Planting and Growing Rhododendrons

Soil and Care: Rhododendrons can be grown in almost any soil that does not contain lime in appreciable quantities. The plants should be kept mulched at all times to protect the shallow root-system, and to the extent of the root-system, they should be hand weeded only and not hoed. The plants should have plenty of water during dry seasons. This will help them to set more and better flower buds in the Fall. After blooming and in order to insure a more vigorous growth for the next season, the flower trusses should be picked off before seed pods are developed.

Situation: Rhododendrons can be grown in practically any situation, the only exceptions being those spots entirely in the shade of trees or steep banks facing south. In the former case the plants are deprived of the sunlight essential to good health, while in the latter they suffer from drought during hot dry weather. A cool, moist position suits them best, and, provided the ground is well drained, they will flourish in comparatively wet spots. Partial shade is beneficial rather than otherwise if it can be obtained without planting too near the roots of stronger growing subjects.

Planting: This can be done at any time from October to May, except during severe frost. The ground should not be too wet, and the plants must be thoroughly trodden in when planted; in fact, if the soil has been properly prepared for them it is nearly impossible to tread Rhododendrons too firmly. They should be planted at the same depth as they have been before, or a trifle deeper, the ground mark on the stem being a sufficient guide for this. If the roots are at all dry, before being planted they should be thoroughly soaked by standing them in water for a short time.

Distance to Plant: For general purposes a distance of one and a half times the height of the plants out of ground is a good guide when planting Rhododendrons. Thus plants two feet in height should be three feet apart; four feet high, six feet apart; and so on.

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No. Wanted

_____No. 5 DeLuxe Collection.....\$_____

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